

**ECONOMIC DEVELOPMENT COMMISSION
SALEM, CONNECTICUT
MEETING MINUTES
JULY 21, 2014**

PRESENT

Frank Sroka/ Chairman
Ada Vaill
Wendy Mikolinski
Andrew Lightner

ABSENT

Kenneth Bondi
Jenifer Lee

GUESTS

Cindy Noe/ Recording Secretary

Jessica Hopper
(The Day Newspaper)

1. CALLED TO ORDER

Frank Sroka called the meeting to order 7:08pm.

2. APPOINTMENT OF ALTERNATE AS REGULAR (IF NEEDED)

No alternate necessary

3. CHANGES TO THE AGENDA

None

4. APPROVAL OF MINUTES FROM LAST MEETING ON JUNE 16, 2014

M/S/C-(Vaill/ Lightner) - to approve June 16, 2014 minutes as presented.

Vote: Approved unanimous

5. COMMUNICATIONS

Sroka stated that he received an email from Bondi stating that a new tenant will be located in the "Bird Building" across from the Salem Town Center and a possible tenant in the Salem Town Center complex.

6. PUBLIC COMMENT

None

7. REPORTS

A. SELECTMAN/EDC LIAISON

Ross and Lyden both out of town. No report.

B. P & Z LIAISON (ADA VAILL)

Vaill was present but no report due to her maternity leave.

8. OLD BUSINESS

A. TOWN BROCHURE (LATEST REVISION)

Mikolinski stated that she and Bondi have worked diligently on revising the brochure. Mikolinski stated that a meeting was necessary with the town planner, Richard Serra, to gather information to complete a rough draft before the committee's next meeting. Sroka stated that he would try and set up that meeting and would also ask if he had a recommendation of a designer for the brochure. Sroka stated that the current draft brochure was designed by Rachel Gadbois Crafton. Discussion took place of possibly doing two brochures. One brochure looking to entice business owners to Salem and one to entice people to move to Salem.

B. BUSINESS OWNERS SURVEY

Sroka stated that he worked together with Robert Ross on the original version of the survey. He stated that many comments stated the survey was too long and cumbersome to complete. Sroka stated that he feels the survey should be revised to be simpler. Lightner volunteered to help Sroka revise the survey. Discussion took place on a possible raffle prize for business that complete the survey.

C. PACKET PROJECT FOR NEW BUSINESS OWNERS CONSIDERING SALEM

Mikolinski stated that an electronic packet placed on the town's website will first have to be approved by the town's lawyers. Mikolinski is putting together a bulletin of the information to be included in the electronic packet to give to Lyden for approval by the town's lawyers. Sroka suggested to look at other local town's website for ideas.

D. SALEM BUSINESS DATA BASE

Vaill stated that a business directory could be completed from the information obtained from the business owner's survey. Vaill stated that being included in such a directory might entice more business owners to complete the survey. Sroka stated that there are many home businesses in Salem that only get recognized by word of mouth. The Committee believes a business directory would be beneficial to Salem residents and should include a short business description. Sroka to check with Lyden to see if an electronic copy could also be posted on the town's website.

9.) NEW BUSINESS

Mikolinski stated that she is appealing the USPS decision to not allow a full service post office in Salem, based on a decline in business during 2013. She stated that she collected signatures of residents that had to go to other post offices for the services they needed that are not available at the current post office in Salem. Mikolinski stated that maintaining post office stock is difficult due to the 9-10 day delivery time on orders.

Mikolinski stated that an office is going to be renting space in the building where her pharmacy is. She also stated that Pequot Commercial has taken over the renting of the property. Mikolinski stated that the remaining spaces are unfinished so that potential businesses can customize their setup; which is about a two month process. Zito Construction is going to finish two additional spaces in the building to be ready for potential businesses.

Discussion took place on Salem businesses joining Celebrate East Lyme Day. Vaill stated that the fee for out of town businesses is \$150; where for East Lyme businesses is \$75. Sroka stated

that if more business wanted to join Celebrate East Lyme Day then it might be possible for Lyden to speak with East Lyme about lowering the fee for Salem to participate.

10. NEXT MEETING/ MEETING ADJOURNED

The next EDC meeting is September 15, 2014

M/S/C- (Lightner/Vaill) - to adjourn meeting at 8:31pm

Vote: Approved Unanimously

Respectfully Submitted
Cindy Noe
Recording Secretary

Unapproved